PROQUEST 2/16/06

Recent Searches

Add terms to your search using: [AND ▼]

21. ((LSU({PUBLIC FIGURES}) AND (LSU({ENDORSEMENTS}) OR LSU
({ENDORSEMENT})))) AND PDN(<4/1/2001)
Database: Multiple databases...
Limit results to: full text
Look for terms in: Citation and abstract
Publication type: All publication types

23 results [Add to Search]
Set Up Alert ⊠

20. ((LSU({PUBLIC FIGURES}) AND (LSU({ENDORSEMENTS}) OR LSU
({ENDORSEMENT})))) AND PDN(<4/1/2001)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types

182 results [Add to Search]
Set Up Alert ⊠

19. (LSU({PUBLIC FIGURES}) AND (LSU({ENDORSEMENT S}) OR LSU
({ENDORSEMENT})))
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types

186 results [Add to Search]
Set Up Alert ⊠

18. SUB(Endorsements) AND SUB(Celebrities) AND SUB(Advertising) AND SUB
(Public figures)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types

12 results [Add to Search]
Set Up Alert ⊠

17. AU(Schuler)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types

6625 results [Add to Search]
Set Up Alert ⊠

16. AU(KAIKATI, JACK GEORGE)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types

1 result [Add to Search]
Set Up Alert ⊠

15. AU(Kaikati)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types

46 results [Add to Search]
Set Up Alert ⊠

14. AU(Ohanian, Roobina)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types

8 results [Add to Search]
Set Up Alert ⊠

13. AU(Ohanian) and celebrity
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types

5 results [Add to Search]
Set Up Alert ⊠

12. AU(Ohanian)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types

181 results [Add to Search]
Set Up Alert ⊠

11. AU(McCracken, Grant)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types

12 results [Add to Search]
Set Up Alert ⊠

10. AU(McCracken) and endors*
Database: Multiple databases...

13 results [Add to Search]

Look for terms in: Citation and abstract
Publication type: All publication types

Set Up Alert ⊠

9. AU(McCracken) and endors*
    Database: Multiple databases...
    Look for terms in: Citation and abstract
    Publication type: All publication types

13 results [Add to Search]
Set Up Alert ⊠

8. AU(McCracken) and endors*
    Database: Multiple databases...
    Look for terms in: Citation and abstract
    Publication type: All publication types

13 results [Add to Search]
Set Up Alert ⊠

7. AU(Petroshius)
    Database: Multiple databases...
    Look for terms in: Citation and abstract
    Publication type: All publication types

11 results [Add to Search]
Set Up Alert ⊠

6. AU(Michael Busler)
    Database: Multiple databases...
    Look for terms in: Citation and abstract
    Publication type: All publication types

10 results [Add to Search]
Set Up Alert ⊠

5. AU(McCracken)
    Database: Multiple databases...
    Look for terms in: Citation and abstract
    Publication type: All publication types

4718 results [Add to Search]
Set Up Alert ⊠

4. AU(Brian D Till)
    Database: Multiple databases...
    Look for terms in: Citation and abstract
    Publication type: All publication types

19 results [Add to Search]
Set Up Alert ⊠

3. AU(Terence A Shimp)
    Database: Multiple databases...
    Look for terms in: Citation and abstract
    Publication type: All publication types

47 results [Add to Search]
Set Up Alert ⊠

2. au(shimp) and celebrity
    Database: Multiple databases...
    Look for terms in: Citation and abstract
    Publication type: All publication types

2 results [Add to Search]
Set Up Alert ⊠

1. au(shimp)
    Database: Multiple databases...
    Look for terms in: Citation and abstract
    Publication type: All publication types

94 results [Add to Search]
Set Up Alert ⊠

Close window | **Help**

Recent Searches

Add terms to your search using: AND ▾

21. (SUB(Endorsements) AND SUB(Athletes) AND SUB(Sports marketing) and (contract* or negiotiat*)) AND PDN(<4/1/2001)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types

30 results | Add to Search |
Set Up Alert ✉

20. SUB(Sports marketing) AND SUB(Athletes) AND SUB(Endorsements)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types

168 results | Add to Search |
Set Up Alert ✉

19. (endor* AND CO(IBM Corp)) AND PDN(<4/1/2001)
Database: Multiple databases...
Limit results to: full text
Look for terms in: Citation and abstract
Publication type: All publication types

161 results | Add to Search |
Set Up Alert ✉

18. ((LSU({ENDORSEMENTS}) OR LSU({ENDORSEMENT})) AND (LSU ({MARKETING AGREEMENTS}) OR LSU({MARKETING AGREEMENT})))
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types

38 results | Add to Search |
Set Up Alert ✉

17. endor* AND CO(IBM Corp)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types

301 results | Add to Search |
Set Up Alert ✉

16. (SUB(Endorsements) AND (marketing)) AND PDN(<4/1/2001)
Database: Multiple databases...
Limit results to: full text
Look for terms in: Citation and abstract
Publication type: All publication types

583 results | Add to Search |
Set Up Alert ✉

15. SUB(ENDORSEMENTS) AND CO(IBM Corp)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types

13 results | Add to Search |
Set Up Alert ✉

14. (SUB(Endorsements) AND (IBM)) AND PDN(<4/1/2001)
Database: Multiple databases...
Limit results to: full text
Look for terms in: Citation and abstract
Publication type: All publication types

14 results | Add to Search |
Set Up Alert ✉

13. (SUB(Endorsements) AND (computer or IBM or software or technology)) AND PDN(<4/1/2001)
Database: Multiple databases...
Limit results to: full text
Look for terms in: Citation and abstract
Publication type: All publication types

143 results | Add to Search |
Set Up Alert ✉

12. (SUB(Endorsements) AND SUB(Contracts) and (computer or IBM or software or technology)) AND PDN(<4/1/2001)
Database: Multiple databases...
Limit results to: full text
Look for terms in: Citation and abstract
Publication type: All publication types

2 results | Add to Search |
Set Up Alert ✉

11. (SUB(Endorsements) AND SUB(Contracts)) AND PDN(<4/1/2001)
Database: Multiple databases...

103 results | Add to Search |
Set Up Alert ✉

Limit results to: full text
Look for terms in: Citation and abstract
Publication type: All publication types

10. (SUB(Endorsements) AND SUB(Contracts)) AND PDN(<4/1/2001)   198 results   [Add to Search]
Database: Multiple databases...
Look for terms in: Citation and abstract   Set Up Alert ⊠
Publication type: All publication types

9. SUB(Endorsements) AND SUB(Contracts)   260 results   [Add to Search]
Database: Multiple databases...
Look for terms in: Citation and abstract   Set Up Alert ⊠
Publication type: All publication types

8. (SUB(Endorsements) AND SUB(Athletes) AND SUB(Sports marketing)) AND   133 results   [Add to Search]
PDN(<4/1/2001)
Database: Multiple databases...   Set Up Alert ⊠
Look for terms in: Citation and abstract
Publication type: All publication types

7. ((LSU({CONTRACTS}) AND (LSU({ENDORSEMENTS}) OR LSU   172 results   [Add to Search]
({ENDORSEMENT}))) and (contract or negoti*)) AND PDN(<4/1/2001)
Database: Multiple databases...   Set Up Alert ⊠
Look for terms in: Citation and abstract
Publication type: All publication types

6. SUB(Endorsements) AND SUB(Athletes) AND SUB(Sports marketing)   168 results   [Add to Search]
Database: Multiple databases...
Look for terms in: Citation and abstract   Set Up Alert ⊠
Publication type: All publication types

5. ((LSU({CONTRACTS}) AND (LSU({ENDORSEMENTS}) OR LSU   2 results   [Add to Search]
({ENDORSEMENT}))) and (software or computer)) AND PDN(<4/1/2001)
Database: Multiple databases...   Set Up Alert ⊠
Look for terms in: Citation and abstract
Publication type: All publication types

4. ((LSU({CONTRACTS}) AND (LSU({ENDORSEMENTS}) OR LSU   172 results   [Add to Search]
({ENDORSEMENT})))) AND PDN(<4/1/2001)
Database: Multiple databases...   Set Up Alert ⊠
Look for terms in: Citation and abstract
Publication type: All publication types

3. (LSU({CONTRACTS}) AND (LSU({ENDORSEMENT S}) OR LSU   227 results   [Add to Search]
({ENDORSEMENT})))
Database: Multiple databases...   Set Up Alert ⊠
Look for terms in: Citation and abstract
Publication type: All publication types

2. endorsement contract   2444 results   [Add to Search]
Database: Multiple databases...
Look for terms in: Citation and abstract   Set Up Alert ⊠
Publication type: All publication types

1. The Wealth Effects Associated with a Celebrity Endorser: The Michael Jordan   1 result   [Add to Search]
Phenomenon
Database: Multiple databases...   Set Up Alert ⊠
Look for terms in: Citation and abstract
Publication type: All publication types

Close window | **Help**

Recent Searches

Add terms to your search using: [AND ▼]

9. **AU(BASSON, SARA H.)**
    Database: Multiple databases...
    Look for terms in: Citation and abstract
    Publication type: All publication types

    1 result [Add to Search]

    Set Up Alert ⊠

8. **((BASSON w/2 SARA) or (KANEVSKY w/2 DIMITRI) or (ZADROZNY w/2 WOLDEK)) AND PDN(<4/1/2001)**
    Database: Multiple databases...
    Look for terms in: Citation and abstract
    Publication type: All publication types

    2 results [Add to Search]

    Set Up Alert ⊠

7. **(PROD(viavoice)) AND PDN(<4/1/2001)**
    Database: Multiple databases...
    Look for terms in: Citation and abstract
    Publication type: All publication types

    86 results [Add to Search]

    Set Up Alert ⊠

6. **(PROD(via voice)) AND PDN(<4/1/2001)**
    Database: Multiple databases...
    Look for terms in: Citation and abstract
    Publication type: All publication types

    0 result [Add to Search]

    Set Up Alert ⊠

5. **(PROD(via voice) and (endorse* or advert* or marketing or promot*)) AND PDN (<4/1/2001)**
    Database: Multiple databases...
    Look for terms in: Citation and abstract
    Publication type: All publication types

    0 result [Add to Search]

    Set Up Alert ⊠

4. **(PROD(viavoice) and (endorse* or advert* or marketing or promot*)) AND PDN (<4/1/2001)**
    Database: Multiple databases...
    Look for terms in: Citation and abstract
    Publication type: All publication types

    0 result [Add to Search]

    Set Up Alert ⊠

3. **(PROD(naturallyspeaking) and (endorse* or advert* or marketing or promot*)) AND PDN(<4/1/2001)**
    Database: Multiple databases...
    Look for terms in: Citation and abstract
    Publication type: All publication types

    2 results [Add to Search]

    Set Up Alert ⊠

2. **CO(Dragon Corp)**
    Database: Multiple databases...
    Look for terms in: Citation and abstract
    Publication type: All publication types

    12 results [Add to Search]

    Set Up Alert ⊠

1. **(PROD(naturallyspeaking)) AND PDN(<4/1/2001)**
    Database: Multiple databases...
    Look for terms in: Citation and abstract
    Publication type: All publication types

    116 results [Add to Search]

    Set Up Alert ⊠